



Chapter Leader Conference Call- Project Worldwide 2018

January 10 & 17, 2018

Discussion notes in red

AGENDA

Staff: Megan Yeager (Megan.Yeager@texasexes.org)

- **OVERVIEW**

- We wanted to set up a call to give Chapter leaders an opportunity to chat and share ideas about Project Worldwide. This is also a time for the Chapters Department to provide some reminders and tips for making your service projects successful.

- **PROJECT WORLDWIDE RECAP**

- Project Worldwide is a national service initiative during the month of February in conjunction with The Project, UT's largest day of service. By teaming up and having your Chapter participate in at least one service project during the month of February, the Texas Exes are extending community service worldwide.
- In 2017, around 71 chapters participated. So far, we currently have 45 participating chapters. Make sure to report your chapter's service project information, please submit via email to Megan (megan.yeager@texasexes.org) as soon as possible.

- **AGENDA**

1. Choosing a service project
2. Marketing your event
3. Volunteer recruitment
4. Event Kit Requests
5. Event Check Lists
6. Organizing the day

- **CHOOSING A SERVICE PROJECT**

- Activities will come in different styles and types and will vary in the amount of time they require in planning and execution.
- Some projects may only involve a few people cleaning up a park while others involve a large number doing something on a city-wide scale.
- You can pick a service group/project that the chapter can develop a long-term relationship with and continue with them for the next year's Project Worldwide or other service events to engage alumni throughout the year. Perhaps a chapter member is already involved with a service organization that can connect the Chapter.
- Remember that because you are a part of the Texas Exes and under the Texas Exes 501(c) 3 umbrella, you cannot affiliate with a religious or political organization in order to promote ideology or fundraising, so please keep this in mind when choosing your service project.
- Other things to consider when choosing a project:



- Weather permitting? Rain locations
- Can people of ages and abilities participate?
- Supporting an organization with your time and service can be more beneficial in the long run to an organization than collecting funds.

Discussion Questions

- **Are there any Chapters that are still undecided or need help brainstorming a service project?**
 - **Recommendation: sending out survey gauging alumni interest via chapter weekly email. Chapter can create survey or chapter department. Please email chapters department for sample surveys.**
- **What are some service projects that are already planned?**
 - Abilene – works with [Global Samaritan](#) (International Organization with lots of chapters)
 - Amarillo – volunteering at Snack Pak 4 Kids. Filling backpacks with food for children.
 - Arlington – considering volunteering at homeless shelter as well as cold weather drive
 - Brazos Valley – painting house at Habitat for Humanity
 - Johnson County – delivering pet food to under privileged families with Ani-Meals
 - Passed along event information to high school counselors in case high school students are looking for service hours. Great way to show students that Texas gives back!
 - Santa Fe – working with 2 nonprofits to help cook, serve, and deliver food.
- **MARKETING YOUR EVENT**
 - Take advantage of social media channels to promote your event. Decide the purpose of each message you send via your social media. Do you want to recruit volunteers, look for a worthy community service event, or generate coverage or buzz about your Project Worldwide event?
 - Promoting your Project Worldwide Activity
 - **Engage via Chapter Social Media**
 - Post on your Chapter’s Facebook page information about the event. Date, time, location. Include how they can RSVP!
 - Tell you audience what Project Worldwide is and share more about UT’s The Project -
 - PW: <https://www.texasexes.org/chapters-networks/domestic-chapters/ProjectWorldwide2018>
 - The Project: <http://diversity.utexas.edu/theproject/>
 - Get creative! Social media fosters a sense of community. If alumni and the others in the community (prospective volunteers) see what the chapter is doing, they may want to participate.
 - Create a hashtag or find a hashtag that is popular for community service or something that’s relevant locally so more people will discover the chapter.
 - Find the why - why are Texas Exes/individuals helping with Project Worldwide?
 - **Add to the Chapter Website**
 - Chapters are able to create an event page for your service project and include a link to register. Email Megan (megan.yeager@texasexes.org) or Venetia Coleman



(venetia.coleman@texasexes.org), Chapters Administrator, to get more info or help set up an event.

- **Share Community Service Partner Social Media**
 - Engage the organization's social media accounts for which you are doing the service activity. Tag them in a post, or add a link to the organization's website/location so volunteers know what the organization is about and where the event will be held. If you are working on a hospital garden for instance, post photos and information on the hospital's Facebook page. If they have a blog, ask them if you can give them information and photos for the blog.
- **Send out a mailer**
 - The chapters department budgets mailers for chapters to promote key priority events (community service, serious minded content, and student engagement). The mailer must hit mailboxes at least 3 weeks before the event. For more information about the mailer process or to see if your chapter qualifies for a mailer paid for by the association, please email Megan (megan.yeager@texasexes.org)
- **Send out a weekly Chapter email**
 - Sending out an email is a great, cost-effective way to reach a large number of alumni. I suggest to send one email a few weeks in advance, a week in advance, and a few days prior. Include how volunteers can register in the info! To request a chapter email, please email Venetia at venetia.coleman@texasexes.org. If the chapter is interested in reviewing email metrics, please ask Venetia. We can send a weekly automated report to designated chapter leaders.
 - Encourage participating alumni to go to www.texasexes.org/update-your-information to update their information on Texas Exes' database so they can automatically receive the weekly chapter email sent from the association.
- **Submit a press release** to your news outlets. In the Project Worldwide Handbook there is a sample press release you can use.
- **Post on your own Facebook page.** Friends of The University are welcome to attend the Chapter's service project. Invite your friends and family to join you in your service efforts!
- **Invite other organizations to partner or community organizations or clubs to join you!** Post fliers at local businesses (with their permission). Chapters collaborate with other alumni chapters for happy hours and other social/networking events. Why not community service?

Discussion Questions

- **Have any Chapters already begun the process of marketing their service project?**
- **What have you found works well for marketing an event?**
- **What has not been successful in the past?**
- **Any other marketing ideas?**

- **VOLUNTEER RECRUITMENT**



- Your chapter's success will depend heavily on the involvement of your participants and how you manage them. Many people are willing to participate in service projects; they just need to be asked. Here are some tips for managing volunteers effectively:
 - **Start recruiting early!** Make sure the Community Service Chair includes information about the event in the Chapter's e-mails, social media channels, website, local newspapers, local calendars, etc.
 - **Have volunteers sign up in advance** of your event so that you have a good sense of the size of your project and the kind of support you will need (equipment, supplies, food, and any other materials).
 - **Be sure that the activity is outlined clearly** and give a realistic estimate of the amount of time requested from each volunteer. If there are different shifts, make sure alumni know ahead of time what their choices are and communicate with the organization who will be present at what time.
 - **Give board members a goal to recruit a certain number of members or family/friends to join.**
 - **Collect contact information**
 - Ask interested volunteers to fill out a signup sheet at a chapter event that includes their basic contact information, name, address, phone number(s) and e-mail address. You will also want to send out reminders to volunteers in advance of the activity. Encourage your volunteers to tell you if they have any specific interests or special skills they could apply to your service activity.
 - **Meet before Project Worldwide**
 - It is helpful to meet prior to the service project, but sometimes that is not always feasible. Host a short meeting prior for those who can make it and plan to send out an email to update volunteers the few days before and have a meeting before the project starts, so everyone is on the same page and excited to be making a difference! ("Know Before You Go" Emails are common. This is an optimal time to mention parking, repeat shift times, things to bring, etc.)
 - Texas Exes has created a release form for chapters to provide for attendees and volunteers to fill out for future third-party events. Third-party events include community service events held through another organization or at another organization's venue as well as any event that may have a physical component where transportation is included, such as a bus trip, hike, intramural group, etc. To request this document, please email Megan (megan.yeager@texasexes.org)
 - **Treat your participants well.** Ask your partnering organization if they are bringing food and beverages to help keep everyone hydrated and energized. If not, you may be able to have it donated by a sponsor.
 - **ALWAYS THANK YOUR VOLUNTEERS!**

Discussion Questions

- **Do any chapters have suggestions for recruiting volunteers?**
- **Remember you can always request an RSVP form through your Texas Exes hosted website that we can send to you and collect volunteer information. Do so by emailing the chapters department.**

- **REQUESTING AN EVENT KIT**



- **WHAT IS AN EVENT KIT?** An Event Kit includes items for Chapters to use at no cost to the Chapter during their Project Worldwide event. Items include:
 - Project Worldwide banner
 - Nametags
 - JPEG image of the Texas Exes and Project Worldwide header (can be used for any sign-in sheets, agendas, emails to volunteers, social media posts, etc.)
- **HOW DOES IT WORK?** Event Kits are distributed on a first come first serve basis.
 - **STEP 1:** Request to reserve an Event Kit through Texas Exes staff as soon as you know your Chapter wants one.
 - **STEP 2:** Staff will then mail the Chapter an Event Kit before their designated Project Worldwide event.
 - **STEP 3:** After the event is over, ship the banner back to Texas Exes in good condition and keep the rest of the nametags for future Chapter events!
- **HOW TO REQUEST AN EVENT KIT** Email Megan Yeager at megan.yeager@texasexes.org to be on the list to receive an Event Kit. Include date of the event and how the Chapter plans to use the items.

- **EVENT CHECKLISTS**

- There are multiple checklists in the Project Worldwide Handbook that you can refer to. Below is a suggested 30 day checklist and things you should consider at this point in the planning process.
 - 30 Day Checklist
 - Recruit volunteers and team leaders
 - Send them release form to sign for the chapter's records
 - Assign duties to participants and team leaders
 - Promote Project Worldwide (Social Media, Weekly Emails, Website)
 - Consider planning a Kickoff Ceremony or Closing ceremony
 - A kickoff ceremony is a great way to welcome everyone, explain what Project Worldwide is, recognize volunteers, go over the day of activities/agenda, include any follow up opportunities to get involved with the Chapter/organization, tell the group about the Chapter, and sing The EYES OF TEXAS!
 - Have someone record it to share on social media to show all the Longhorns out there the chapter's collegiate and service spirit!

Discussion Questions

- **Does anyone have any questions related to Event Checklists?**

- **ORGANIZING THE DAY**

- **Things to consider week before and day of**
 - Provide a schedule of the day of the Project Worldwide activity
 - Distribute to volunteers as well as a detailed version to any chapter leaders participating that may have additional responsibilities so everyone knows where to be and when



- Follow up with volunteers to sign release form and bring to event, if possible
- Facilitate a team meeting before the service day
- Review everyone's duties
- **Day of Service Activity**
 - Remind everyone to wear burnt orange
 - Pass out release form to volunteers who have not signed yet for the chapter's records
 - Take down registration
 - Hold a Kick off Ceremony and Sing the Eyes of Texas before getting started.
 - Assign someone to take pictures
 - Pass out evaluation forms/events surveys
 - If time permits, maybe get a group together before or after the activity to have a meal at a nearby restaurant
 - This is a chance to get to know volunteers
 - Let the restaurant know in advance, and they could sponsor some of the meal or give back some of the profit to the chapter's scholarship fund. If the chapter doesn't have a scholarship fund, maybe the restaurant would be interested in donating a gift card to help the chapter's fundraising efforts.

Discussion Questions

- **Does anyone have any questions related to Day Of?**
- **Any other thoughts or questions?**

Thank you to everyone who joined the call. If you have further questions, please contact myself at any time. We are excited to have everyone participating in Project Worldwide!

Read more about Project Worldwide here:

www.texasexes.org/chapters-networks/domestic-chapters/ProjectWorldwide2018

[2018 Project Worldwide Handbook](#)